



**City Beautification
Award Policy**

City Beautification Award Policy

What is a City Beautification Award?

The City Beautification Award recognizes business owners whose efforts to clean, repair, improve and enhance the overall aesthetics of either the interior or exterior of the business, property and/or space thereby maintaining the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, enhance our city's image and economic vitality.

From May through October, The Beautification Committee will accept nominations from the public and/or self-nominations. Nominations meeting the judging rubric of the Beautification Award will become finalists. All finalists will receive public recognition for making and continuing to help keep the City of Elk River beautiful!

Businesses can be nominated for this award by others within the community or they may nominate themselves (self-nomination is encouraged!). Award finalists will be shown in promotional materials.

In November of each year, the Beautification Committee will select one of the finalists to be awarded The City Beautification Award. The City Beautification Award Recipient will receive the award at the following EDA meeting presented by the EDA President and a member of the Beautification Committee. In addition, award recipient will be recognized by the Mayor and City Council at their November meeting.

What does the Beautification Committee look for?

The City of Elk River Beautification Committee seeks to recognize commercial/industrial site improvements, commercial/industrial upgrades, landscapes, interior/exterior renovations, restorations, and new structures that are architecturally noteworthy and well maintained.

A major criterion is how the project visually enhances the surrounding neighborhood and community. How the business incorporates design, maintenance, color, organization and creativity within the existing community. Improvements to structures, interior/exterior spaces and the landscaping are important elements for consideration.

Applications will be evaluated based on the overall visual appearance of the completed project.

Application Requirements

1. Submit completed entry form plus at least two high-quality digital photos, including a “before” if available and “after” (if applicable) by the first Monday of each month beginning in May through October of each year.
2. Deliver via email by the end of the business day on the first Monday of the month:
Subject: Attention City of Elk River Beautification Committee
Attach the completed and signed form and pictures to the
Economic Development Specialist: ceddy@ElkRiverMN.gov

Eligibility

- Site must be located within the City of Elk River corporate limits.
- Self-nominations are encouraged!
- A photo release approval will be needed to authorize the use of photos in various social media and print forums.
- For new construction or renovations, a certificate of occupancy must have been issued.
- Public projects are not eligible.
- Previous recipients of The City Beautification Award are ineligible to receive the award in the succeeding two years at the same location.

City Beautification Award Entry Form

Nominee: _____

Business Address: _____

Email: _____

Office Phone: _____ Cell _____

Description/Reason for the nomination along with work completed:

How does your business property/space meet the minimum scoring rubric?

Judging Rubric

This award recognizes business, property and/or spaces that contribute to the beautification of the city through landscaping and architecture. *Applicants need to score a minimum of 10 points in order to qualify as a finalist.*

Scoring Rubric	0	1	2	3	Total
Criteria	Does not meet the criteria	Neutral	Meets the criteria	Exceeds the criteria	
The business property/space visually enhances the surrounding neighborhood.					
The business property/space is well maintained.					
The business property/space incorporates a visually pleasing color scheme.					
The business property/space incorporates creativity and design.					
The business made substantial improvements to their business property/space, either interior/exterior.					
				Grand Total	

City Beautification Award Policy History

Adopted by:	On (date)	Item #
EDA	12/19/2016	6.2
EDA	4/17/2017	6.4
EDA	5/15/17	6.5
EDA	10/16/2017	3.5
EDA	12/17/2018	6.2
EDA	10/21/2019	